



## City of Rochester

Nancy Clary  
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Bureau of Property Conservation  
Department of  
Community Development

City Hall  
30 Church Street  
Rochester, New York 14614

January 15, 1997

El's Deli  
1548 Dewey Avenue  
Rochester, New York 14615

**RE: 1548 DEWEY AVENUE**

Dear Business Owner:

During a recent City wide survey, I found that your store has excessive signage in the windows and/or banner signs on the outside of the building.

The City's Zoning Ordinance (Chapter 115) permits no more than 20% of your window area be used for advertising products or services. Any banner signs advertising products or services and which are attached to the outside of the building are strictly prohibited.

I ask that you remove any product/service signs that are on the outside of your building and that you reduce your window signage to 20% of the window area.

I will be stopping by your store within the next several weeks to reinspect the exterior of your building.

If you have any questions, please feel free to call me at (716)428-6620 between 4pm and 5pm.

Sincerely,

John Giugno  
Neighborhood Conservation Officer

EEO Employer/Handicapped



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